

ENSURING SAFER VEHICLES AND HIGHWAYS WITH ADVANCED DESIGN AND TECHNOLOGY

VISION ZERO

INTERNATIONAL



2010 media and advertising data



VISION ZERO INTERNATIONAL

Vision Zero International is the world's only publication that is dedicated to showcasing the technologies and theories that can reduce today's 1.2 million road deaths worldwide to zero. Fully illustrated features will present all of tomorrow's life-saving technologies, from vehicular safety systems such as next-generation lighting, braking, and advanced driver assistance systems to occupant and pedestrian protection systems, as well as next-generation materials, and road and vehicle design. *Vision Zero International* will review advanced materials, driver awareness systems, and ultimately look towards the goal of fully automated highways.

circulation

Each issue of *Vision Zero* will be mailed directly to our global circulation of 12,500 road safety engineers and professionals within the world's automotive, truck and motorcycle manufacturers and their suppliers, highways authorities and transportation departments, road safety organizations and government legislation departments worldwide.

"I WAS REALLY IMPRESSED BY THE MANY HIGH-LEVEL, INTERVIEW-BASED ARTICLES AND ALSO A GOOD PORTION OF INTERESTING TECHNICAL SPECIALIST PAPERS. CONGRATULATIONS TO ALL INVOLVED IN THIS MAGAZINE"

Lars Göran Löwenadler, safety director (retired),
Volvo Trucks, Sweden

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media schedule

Topics covered:

- Collision avoidance systems
- Intelligent lighting
- Advanced braking systems
- Airbags
- Pedestrian detection systems
- Crashworthy materials
- Impact protection systems
- Occupant protection
- Vehicle telematics and cooperative vehicle systems
- Advanced driver assistance systems (ADAS)
- Tire pressure monitoring and intelligent tires
- Safer road design
- Passive safety systems
- Crash cushions
- Commercial vehicle safety systems

“FINALLY A MAGAZINE DEVOTED TO THE COMPASSIONATE AND RATIONAL GOAL OF REDUCING GLOBAL DEATHS AND INJURIES IN VEHICLE ACCIDENTS DOWN TO ZERO – PREVENT THE COLLISION ACCIDENTS FROM OCCURRING IN THE FIRST PLACE, AND ELIMINATE THE SEVERITY OF INJURIES WHEN THEY DO OCCUR”

Byron Bloch, automotive safety expert, USA

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issue details

Issue 1: • May 2010

Distributed at:

Automotive Testing Expo



Crash Test Expo



Vehicle Dynamics Expo Stuttgart



Issue 2: • September 2010

Distributed at:

ITS World Congress 2010



Issue 3: • January 2011

advertising rates

Full page

1 insertion	£4,350
2 insertions (per insertion)	£4,150
3 insertions (per insertion)	£3,950

Double-page spread

1 insertion	£5,750
2 insertions (per insertion)	£5,500
3 insertions (per insertion)	£5,250

- Special positions available on request – covers, facing contents, inserts, etc.

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